POLAROID
This is the
Polaroid
J66
More camera
for
less money

The first Polaroid Electric Eye Camera for less than $90

The Polaroid J66 costs less than the first Land Camera model introduced more than 12 years ago!

It takes the same large pictures — but with what a difference. It's fully automatic. There are no settings you have to make. An electric eye chooses the exposure. You don't even have to focus. You don't need an expensive light meter. The flash gun is built-in too. And your picture is ready in just 10 seconds.

There are 12 years of improvements, refinements and brand new ideas in this camera. And yet it actually costs less than the first Land Camera on the market.

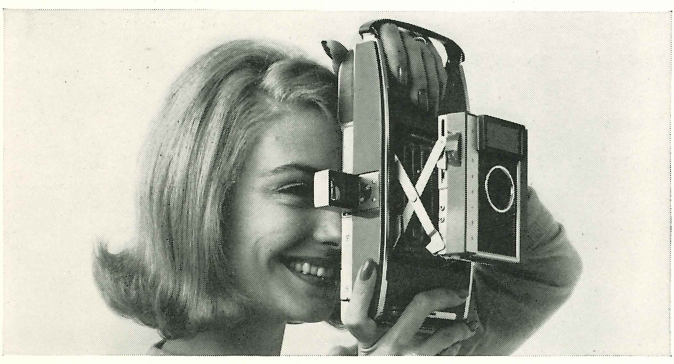
The simplest Polaroid Land Camera ever made

Count to four — then count to ten. That's all you do to make a picture with the J66. Four simple motions and ten seconds can produce a picture that complicated cameras and skilled darkroom technicians can't surpass for quality.

How do you do it? Aim and push a button — your picture is taken. Lift a knob, snap a switch, pull the tab, count to ten — and your picture is ready to be lifted out of the back door of the camera.

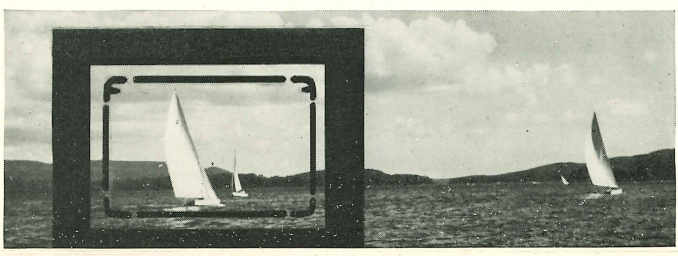
Is it a good picture? The answer is yes. The quality is superb. You have to try it yourself to believe it.

What *don't* you have to do? You don't have to take a light reading, set the lens opening, set the shutter speed, or focus. You don't have to guess. You don't have to send the film to the store to be developed, printed and enlarged. And you don't have to wait.



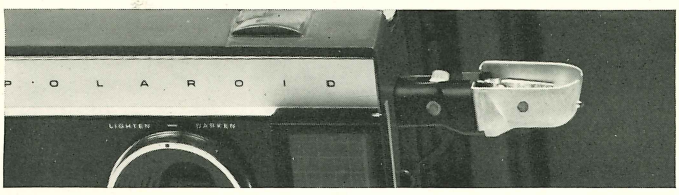
Nothing to set

Women especially appreciate the simplicity of the J66. The moment you open the camera you are ready to take a picture in any kind of lighting: bright sunlight, shadow, almost dark. Forget about painstaking focusing. Everything in your picture is sharp from 4½ feet to miles away. And if you want to take professional looking close-ups or portraits — as close as 32 inches — make one easy adjustment and you are ready to snap the picture.



The viewfinder

It is easy to find a good picture with this simple viewfinder. There are no knobs to turn or adjust. You just look through the large opening. Your picture is brightly outlined in a frame of light. You get exactly what you see in the frame.



Built-in flash

Pictures at night are easy to snap with the J66. A small flashgun is built right into the front of the camera. It uses tiny AG-1 bulbs, the smallest, least expensive made. The flash gun will swivel for gentle bounce lighting off the ceiling. Twist the flash gun and you can also make direct flash pictures as far as 30 feet away. When do you need to use a bulb? The camera will signal you when a flashbulb will improve the picture.

10-second pictures

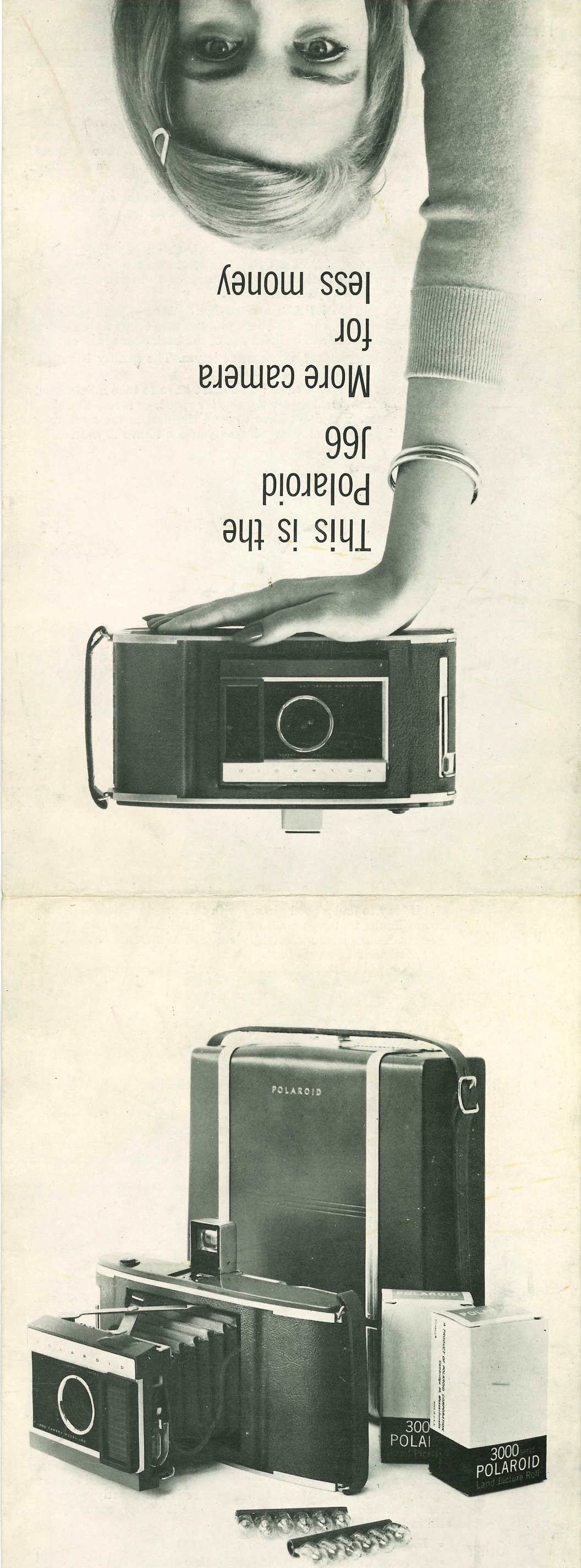
The philosophy behind the J66 is simple: the real fun of photography is in seeing the pictures, not taking them. Every feature of the camera has been designed to make it as easy as possible to take a perfect picture — and, of course you can see it just 10 seconds later. The J66 is economical too. You can take just one picture, and see it on the spot. You don't have to use up a whole roll of film to get one special picture as you often do with conventional cameras. The electric eye saves you money too. You don't waste film on pictures that turn out too dark or too light. And remember, you always see what you get immediately. If the picture is not exactly what you want, you know it right away, can retake it while your subject is still in front of you.

Other features

- Die-cast aluminum body, chromium plated
- Covered with tough, handsome, leather-grained vinyl
- All exposed metal parts stainless steel or chromium plated
- A lens as sharp as the one on the most expensive Land Camera
- A shutter as accurate, but even faster (speeds to 1/1000th of a second in bright sunlight)
- Designed for color — when Polaroid Land color film is available you can take color pictures with the J66

Copies and enlargements

It is easy to get beautiful copies of your favorite pictures as well as enlargements in several sizes. Polaroid Copy Service fills orders the same day they are received in the mail. Prices are low. You just send in the original picture. There is no negative to file away, or lose. Your picture can be copied or enlarged as often as you wish.



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More camera for less money

You'll want to own the complete kit

The Polaroid J66 Kit is twice a bargain. Not only does it contain more camera for less money, but you save again by buying the pieces as a package rather than individually. Each kit includes a handsome carrying case made of top-grain cowhide with end panels of tough aircraft-luggage material, two rolls of Type 47 film, and a dozen AG-1 flashbulbs.

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